



INTERCOLLEGIATE BROADCASTING SYSTEM

Broadcasting...by and for college students



IBS OFFERS:

- Full information on building and operating a college station.
- Representation of campus-limited stations before U. S. Government agencies.
- The "IBS Bulletin" and radio handbooks.
- Regional conferences of student broadcasters.
- Engineering consulting service for members.
- Periodic surveys at member stations.
- Script and transcription libraries.
- Program exchange among members.
- National advertising representation.

CAMPUS-LIMITED STATIONS.....



Typical student-built control room.

Campus-limited stations are heard only in the college community. Some advantages of this form of broadcasting are:

- Programs can be tailored to suit student tastes, resulting in consistently high listenership.
- Programming can make full use of student talent, offering unlimited experience and stimulating student interest.
- Moderate construction costs, as expensive transmitter and antenna towers are eliminated.
- Licensed operators are not required. However, professional standards are required by I.B.S. codes.
- Station call letters are registered by the Federal Communications Commission.

LISTENERSHIP.....

The programming of IBS stations is based on the factors of peak listening hours and program preferences. In general, peak listening hours are between 8 p.m. and 11 p.m. and most stations broadcast during these hours, bracketing them if possible by additional hours before and after.

A program report and survey of listening habits conducted each year by IBS show the stations consistently broadcast programs of interest to the student audience and capture a high percentage of this audience.

Campus broadcasting is an integrating force in campus life. It brings students and faculty together in discussions, quizzes and dramatic programs; it helps to unify the college community. In addition, it brings students in different colleges closer together through a continuously active central clearing house, the Inter-collegiate Broadcasting System.

Remote sports broadcast.



IBS ORGANIZATION.....

Control of the System is through the directors of the ten IBS regions who are elected by the stations in their regions. These representatives comprise the Governing Council. A board of directors is elected by the Governing Council and serves without monetary compensation. The administration of the system is by the Executive Committee made up of members of the Board of Directors and others.

Each regional director conducts activities among the stations within his region. These activities include regional meetings, news letters and program information exchange.

The national and regional activities of IBS are financed by annual dues paid by the member stations and by a percentage of the national advertising obtained by the IBS national advertising representative.

IBS was founded at Brown University in 1940. At that time a number of other colleges had established campus-limited stations, and IBS was formed and has served ever since as a spokesman and clearing-house for campus radio.

NATIONAL ADVERTISING REPRESENTATIVE;
College Radio Corporation
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New York 17, New York



INTERCOLLEGIATE BROADCASTING SYSTEM

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or

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